

SUMNER'S "TYPHOO TEA" LIMITED

From DAVID SCOTT.

Perfin Die S/TT Catalogue Number S 7580.01.

"THE TEA THAT DOCTORS RECOMMEND"

"Ty-phoo Tipps Tea" as it was then called, first appeared in 1905. John Sumner, a Grocer and Chemist in Birmingham, decided to produce a special blend of tea which he sold as an aid to digestion. When he told a friend: "I believe there is a future in it, and I'm thinking of spending £200 in advertising it," his friend replied, "Don't do it. You'll lose your money, certain."

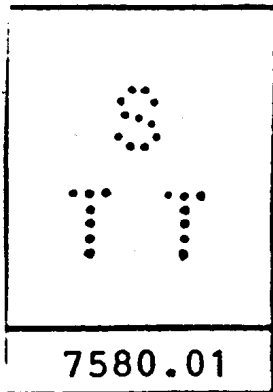


Fortunately, John Sumner ignored his friend's advice, and Ty-phoo, which means "doctor" in Chinese, proved to be an instant success with his customers. Demand grew so fast that before long, he closed the shop to devote all his energy to Ty-phoo, and for the first time visited Ceylon and the Far East to see for himself the tea producing process: a precedent Ty-phoo still follows to this day.

*Beware of
Imitations!
This is the
"Ty-phoo"
TEA packet.*



*It is our trade mark and your
guarantee of quality.
Sumner "Typhoo" Tea Co.
Birmingham, London, Calcutta.*



Typhoo Tea is a household name now, so when I acquired a receipted billhead, dated April 1931, with perfin S/TT, I looked for some details of the firm.

The illustrated photocopy is from their advertising literature.

* * * *

Received Invoice

APR 1931

Date

from

SUMNER'S "Typhoo Tea" LIMITED

Telephone :
MID. 4221
4222
Birmingham.
Telegrams :
Typhoo,
Birmingham.

To
Mr./Messrs.

Head Office,
Packing Works,
& Warehouses.

"Ty.phoo"
Buildings,
Bordesley Street,
Birmingham.

Buying and Blending Depôt, Colpetty, Colombo, Ceylon.

No. B.S. 16015 "Ty.phoo" Tea.

Your Guarantee.
"Ty.phoo" Tea is sold as a pure natural product, neither chemicalised nor treated. It is genuine leaf edge tea, hence its freedom from all rank and injurious juices.

Total lbs. @ the ruling price per lb.
In 1 lb. pkts. 30
In 1/2 lb. pkts. 20 2/4

Less Allowances.

Discount for Cash-with-Order 3d. 1b.

In lieu of Carriage

Note—Sold only on condition that the tea is retailed at the price marked upon the packet.

Net £

To Cash Buyers.

Our terms are discount 1d. per lb. within one month, but by paying Cash-with-Order you may secure 2d. per lb. extra.

The C.W.O. Terms yield 7d. per lb. In addition there is the Half-yearly Bonus if you qualify for it.

Ask for Bonus Circular No. 321.

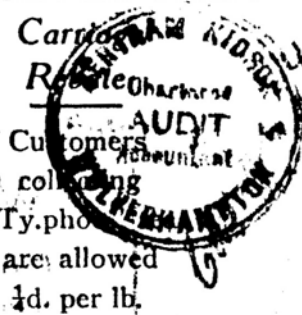
Received in payment of the above

£ s. d.

Cash with Order

For and on behalf of

Sumner's Typhoo Tea, Ltd.



Orders subject to this allowance are not packed in cases.

Please turn overleaf.